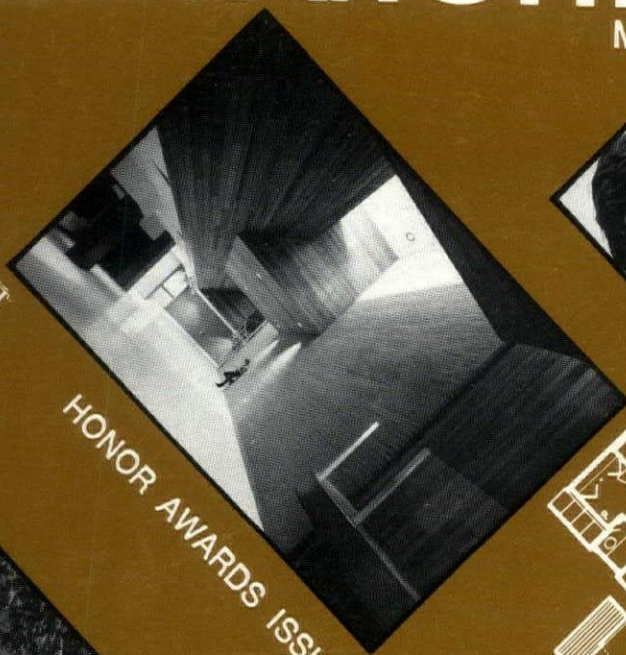
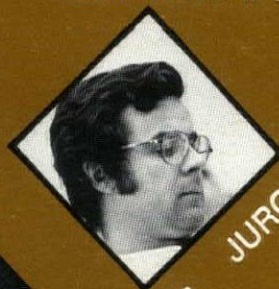


# WISCONSIN ARCHITECT

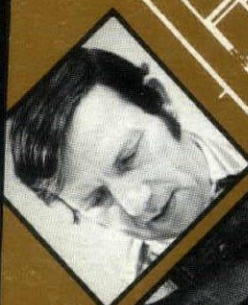
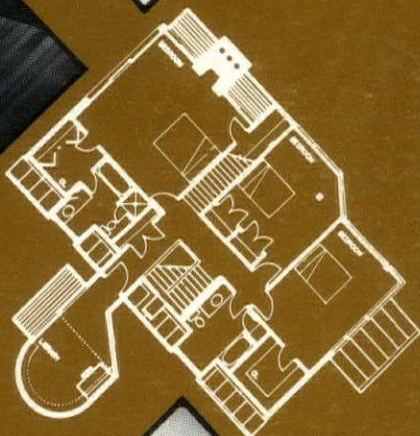
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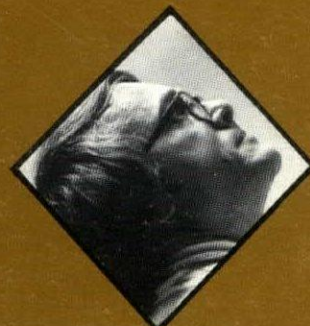
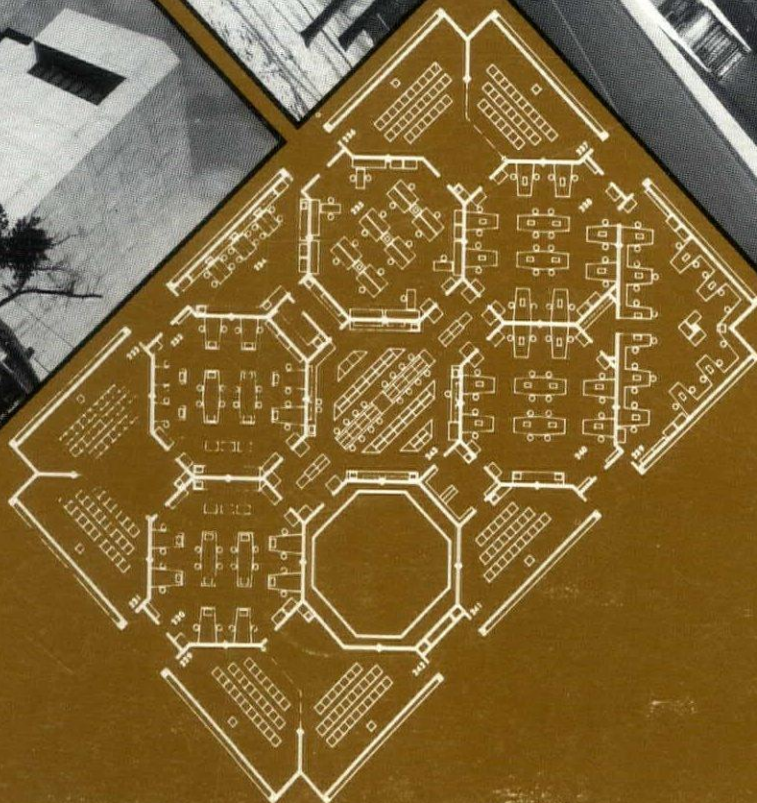
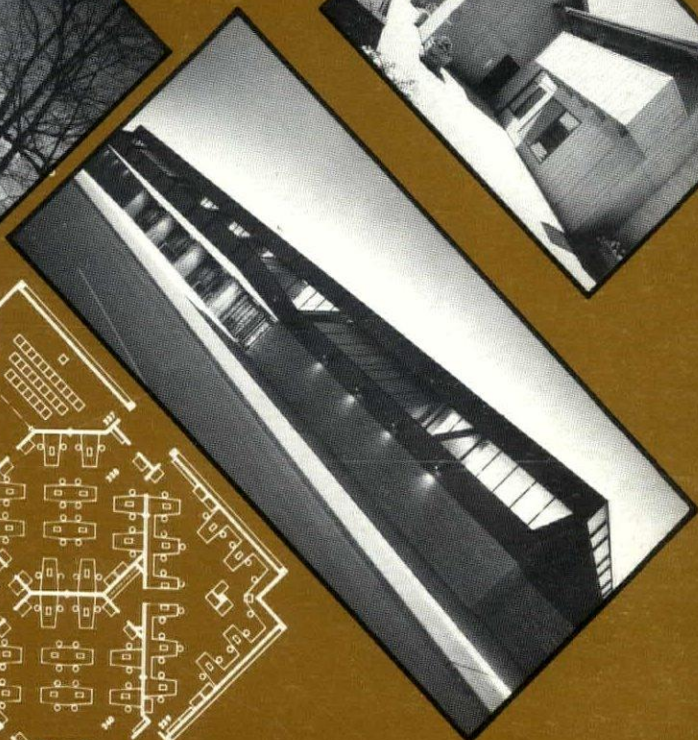
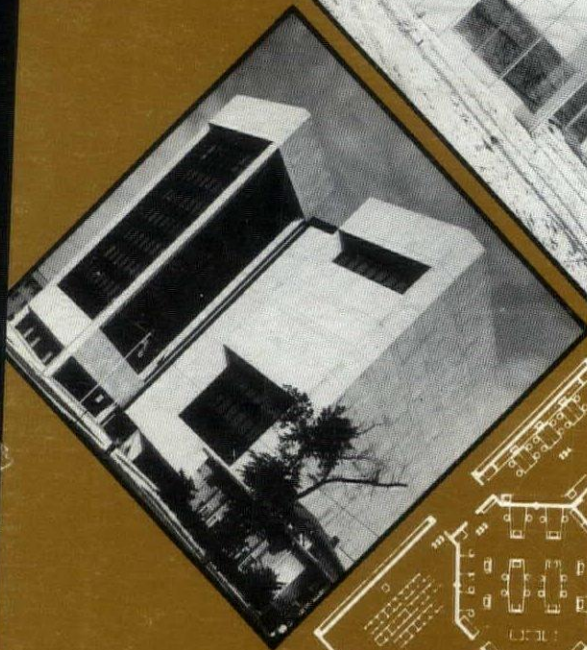
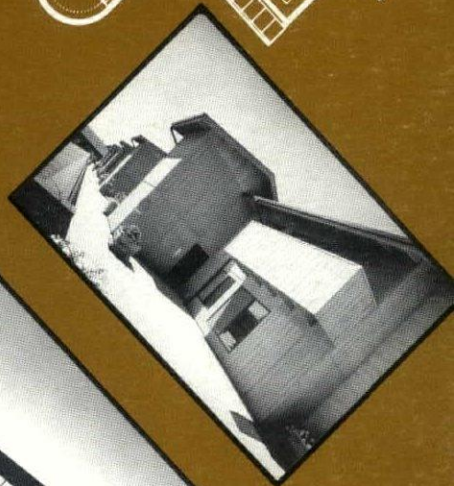
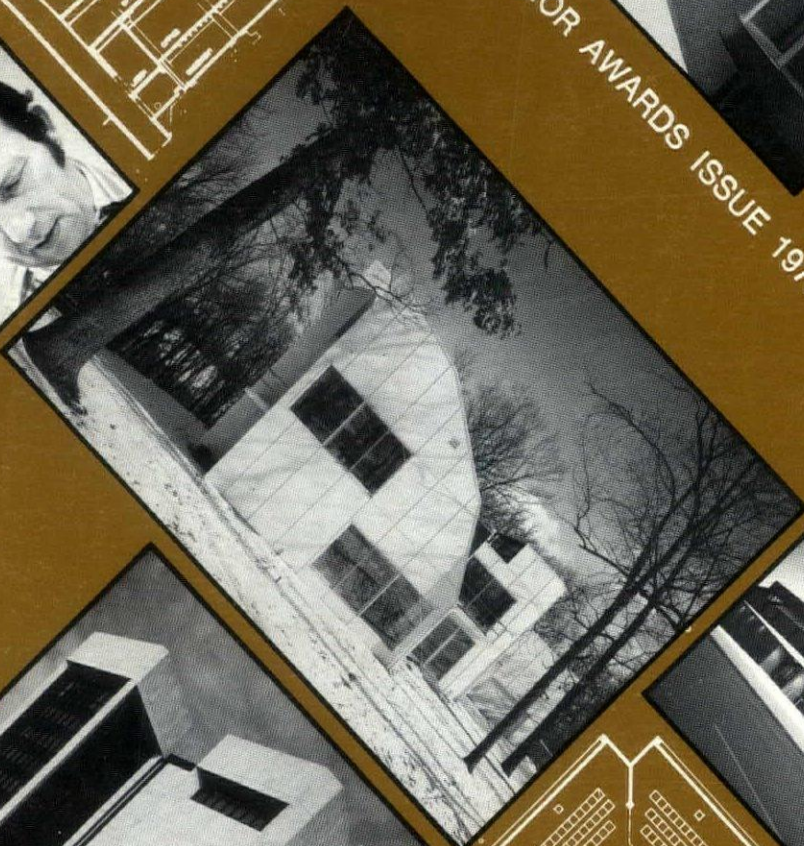
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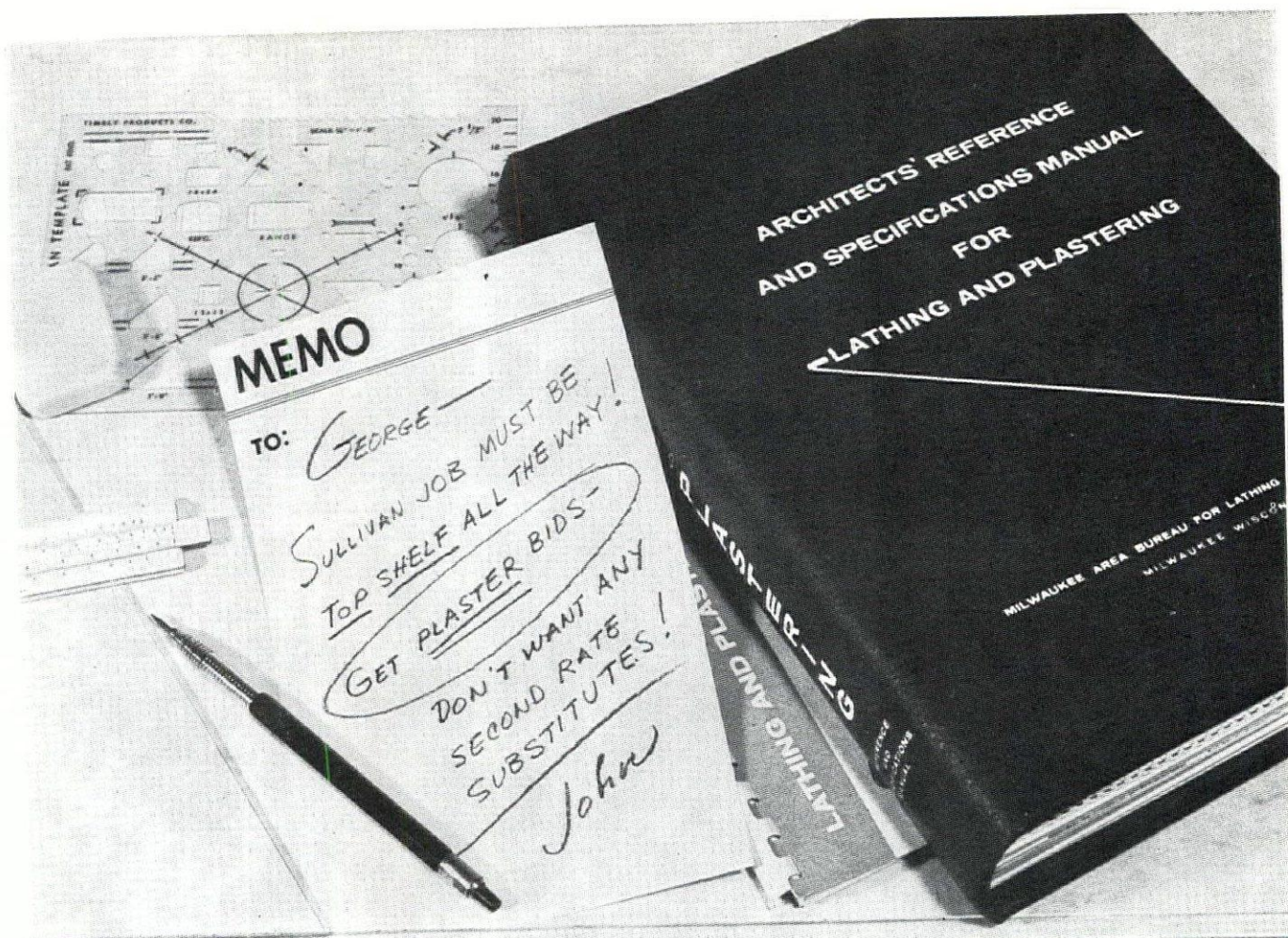


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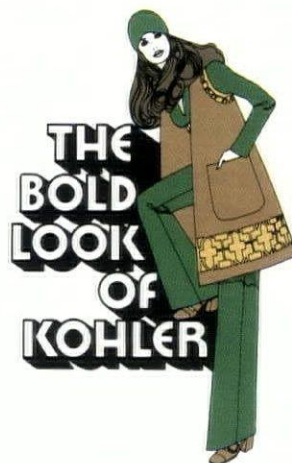
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# WISCONSIN ARCHITECT



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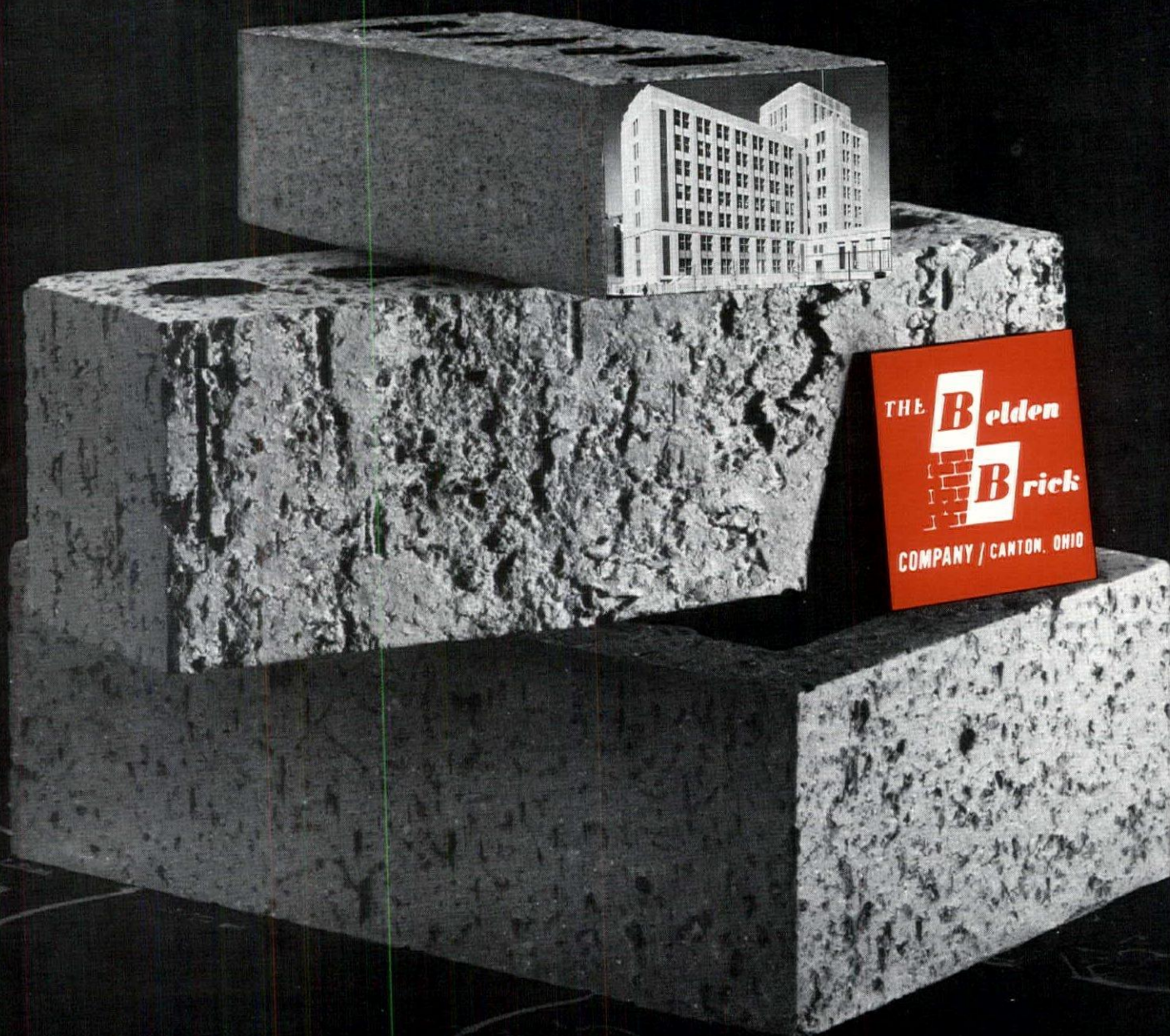


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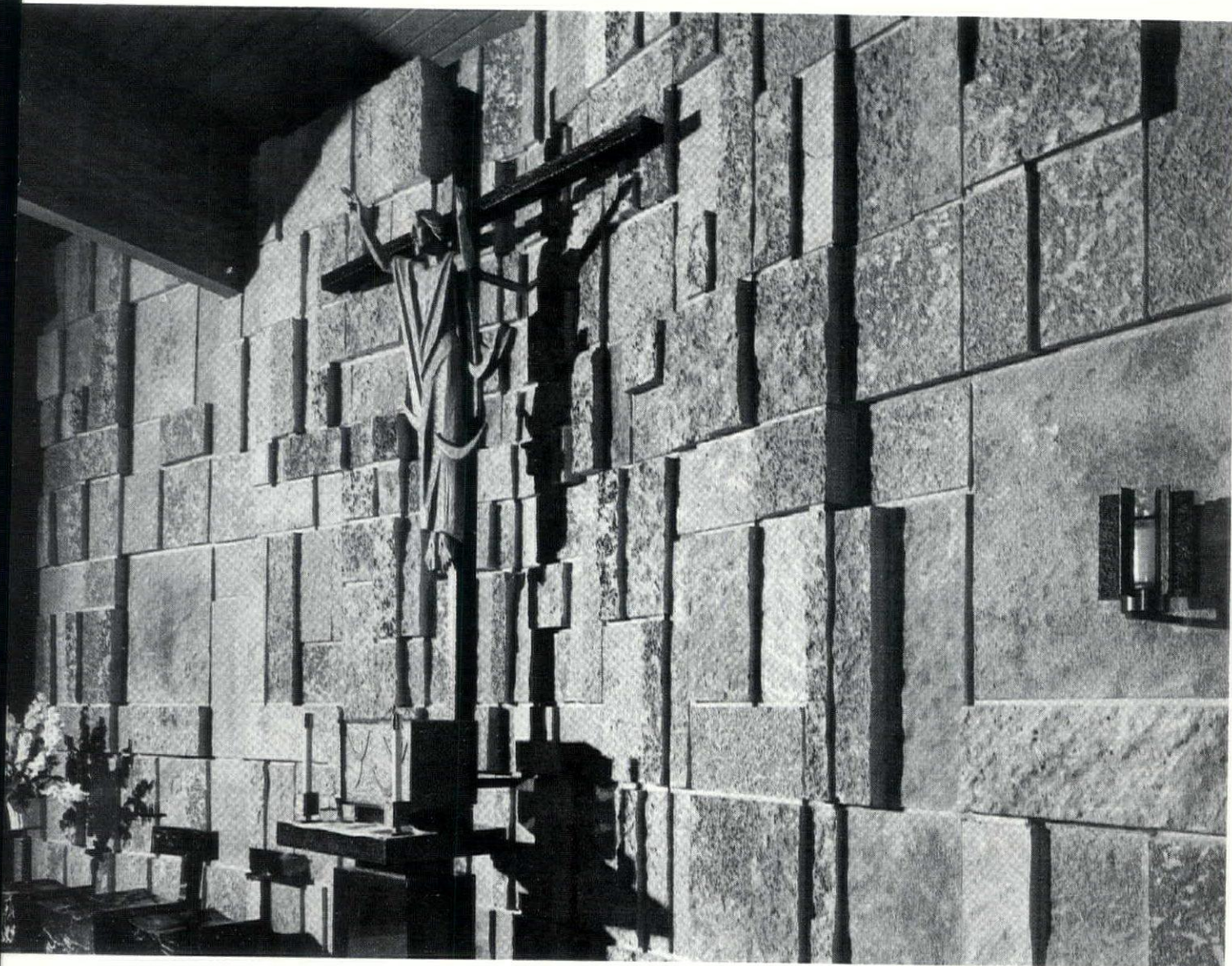
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Concept: Conrad Schmitt Studios, Inc.

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## 1973 HONOR AWARDS JURORS

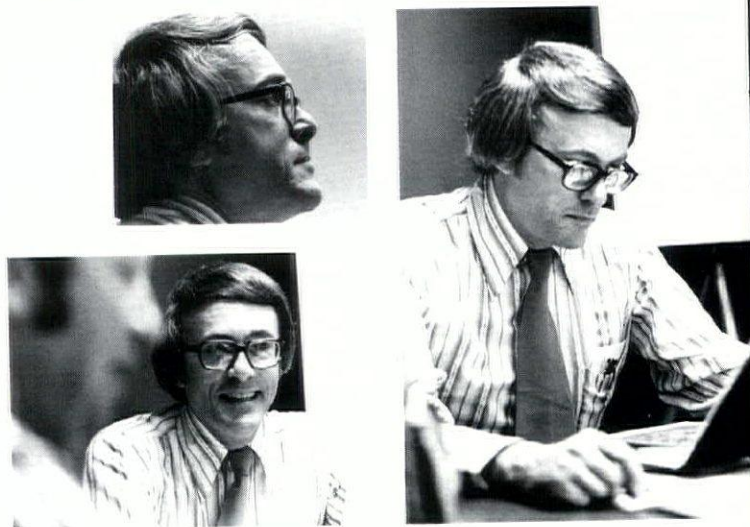
### RAYMOND D. CRITES, F.A.I.A.

EDUCATION: B.A. Architecture, Iowa State University, 1953, Honors. Graduate Work, Iowa State University; D.F.A. Coe College, 1963. HONORS: (Educational) Scholastic Honor Student, Class of 1953; Tau Sigma Delta, Architectural Honorary; Tau Beta Pi, Engineering Honorary; Phi Kappa Phi, All College Scholastic Honorary. Partner in Crites & McConnell Architects & Planners, Cedar Rapids, Iowa. REGISTERED in Iowa, Kentucky, Florida, Ohio, Maryland, Indiana, Illinois, NCARB Cert. SIGNIFICANT AWARDS AND HONORS IN PROFESSION: NATIONAL AIA 1965 Merit Award, Crites Residence No. 2, Cedar Rapids, Iowa. 1968 Honor Award, Covenant Presbyterian Church, Danville, Illinois. A.I.A. — A.A.M.C. 1966 First Honor Award, McFarland Clinic, Ames, Iowa. HOMES FOR BETTER LIVING, 1962 to 1969, Nine Honor Awards. IOWA CHAPTER A.I.A., Twenty Eight Awards. In May, 1972, Mr. Crites was initiated into American Institute of Architect's College of Fellows.



### PHILIP C. WILLIAMS, A.I.A.

Born in Chicago, September 30, 1931. EDUCATION: B. Arch., Oklahoma State University, 1954 and M. Arch., Oklahoma State University, 1957. Caudill Rowlett Scott, 1957-1972, Senior Vice President. Experience with CRS primarily in city and campus planning, mostly latter, with campus design studies and architectural projects on occasion. College and University Specialist from 1967-1972. As College and University Specialist, some projects included campus plan, architectural design study and several buildings at Duke University; similar projects at North Texas State University and the University of Houston; campus plans for the University of Nebraska, Ohio State, University of Miami, Macalester College, among others; and state-wide campus planning studies for Maryland and Kansas. Two recent projects of local interest are the new Governors State University near Chicago and the campus plan for the University of Wisconsin-Milwaukee. Currently, consulting planner to University of Houston for development of a new upper division branch campus.



### LAURENCE O. BOOTH, A.I.A.

Education: Stanford University (1954-1958), A.B. in pre-Architecture; Harvard University (1958-1959); Massachusetts Institute of Technology (1959-1960). Bachelor in Architecture. Phi Eta Sigma. Registered Architect, State of Illinois, State of Ohio. Member American Institute of Architects. Lecturer in Architecture, University of Illinois, Chicago Circle Campus (1968-1971). Booth & Nagle Architect, Chicago, 1966-present. His firm has received six distinguished building awards from the Chicago Chapter, The American Institute of Architects, since 1969 and *Architectural Record* house awards in 1970, 1971 and 1972. Work exhibited at Glessner House Exhibit of Chicago Architects from 1870 to present, in 1969 and Kansas City Public Library, 1968. Publications: *Progressive Architecture*, March 1969; *Inland Architect*, February, 1969, November 1970; *Architectural Forum*, November, 1969, June, 1970; *Architectural Record*, May, 1970, May, 1971, August, 1971.





## HONOR AWARD

### Activities Building, Grand Army Home, King, Wisconsin

**Problem:** The Grand Army Home is a State-owned facility for the care of approximately 100 veterans and wives. The Home conducts a very extensive program of recreational, educational and avocational types of activities so that residents can continue or expand upon interests they held prior to moving to King. The Center had to accommodate activities such as craft shops, library, music rooms, meeting rooms, multi-purpose rooms, lounges, coffee shop, theater, bowling, post office and offices. The physical requirements were to be so designed that it was a convenient building for elderly people and so comfortable that many hours each day could be spent there.

**Solution:** Because of the beauty of Rainbow Lake and its recreational value, the architects recommended that the building be sited on the edge of the Lake. Thus the shoreline activities become an extension of the building's function and it also integrates the Lake into a year-round asset rather than being used only during the summer months. Because of a 30 foot drop to the Lake, the building easily provides safe access to the shore. The site is heavily wooded. The architect maintained the character and integrity of the site both in vegetation and topography by fitting the building among the trees with very few having to be removed. The building is stepped back as it rises reflecting the existing slope allowing terraces for walking, sitting and viewing. The terraces are landscaped with low vegetation in, around, on top of the building on all sides.

**Jury Comments:** A highly disciplined design with very casual organization of spaces. All of the major spaces have a view of the Lake. A very skillful design. This is a subtle and very sophisticated solution. What could have been just a corridor becomes a place where people can meet each other because of the way small spaces with seating are arranged. A very sincere attempt to integrate the building with the site. This is maybe the most exciting building in the submissions.

**Client's Comment:** We are pleased that Kent Peters receives the honor award for our building. He certainly has captured the intent of the Board of Veterans Affairs for this building. The building itself is encouraging and generating more activities. The siting of the building is simply fabulous and although the building is three stories high it does not obstruct the views of the lake. It is comfortable for older people to use and it is not overwhelming. We have not been able as yet to enjoy it during the summer and we are looking forward to that season. I cannot say enough about how pleased we are with the facility.

**Architect** ..... *Peters and Martinsons Architects, Madison*  
**Associate Designer** ..... *John Meyer*  
**Owner** ..... *State of Wisconsin*  
**General Contractor** ..... *Ellis Stone Construction Co., Stevens Point*  
**Consultants:**  
**Structural** ..... *Arnold & O'Sheridan, Madison*  
**Mechanical** ..... *Mechanical Engineers, Madison*  
**Landscape Architect** ..... *Denis Wilkinson, Madison*





## HONOR AWARD

### Southern Division Headquarters Building Wisconsin Telephone Company, Madison

**Architect**.....John J. Flad & Associates, Madison  
**Principal in Charge**.....Thomas H. Flad  
**Partner in Charge**.....Thomas K. Nisbet  
**Project Architect**.....John Blassick  
**Owner**.....Wisconsin Telephone Company, Milwaukee  
**General Contractor**.....J. P. Cullen & Son Corporation, Janesville  
**Photography**.....William Wollin Studios, Madison

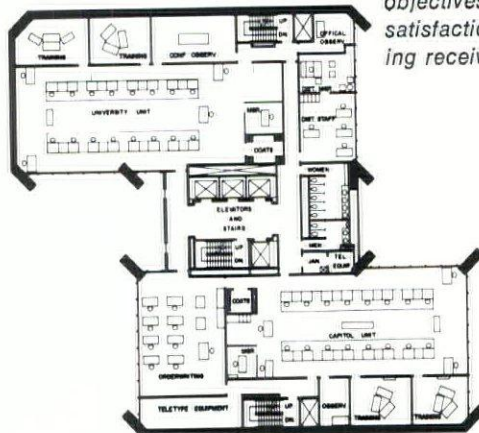
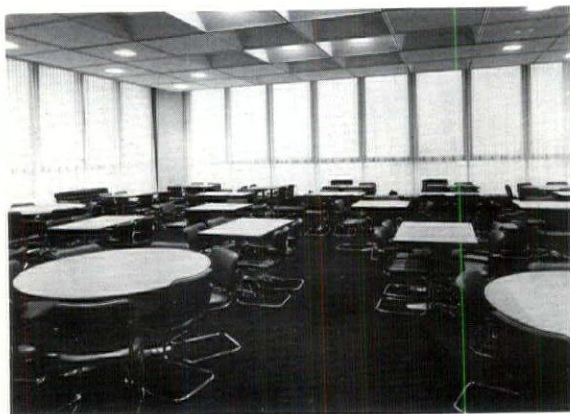


**Problem:** To provide a new physical plant to house five dispersed administrative departments. The building must be functional for the utility's present needs and provide flexibility for anticipated changes in the future. The building's primary function is to serve people. The building's aesthetic expression is to serve the owner's image as a utility with civic concerns. The height of the building was restricted in this area to preserve the view of the Capitol in Madison. The west half of the site is reserved for a future equipment building.

**Solution:** The largest plan unit, column free operating rooms, was the basic module for the size of the wings. These modules were joined by a service core containing elevators, stairs and other facilities. The modified "Z" shape was selected to provide maximum fenestration to the view to the north, which a rectilinear solution would have blocked. The "Z" shape also opened the major facades of the structure to such elements as the pool, fountain, terraces, benches and open space. Vertically the building was designed to function by departments. The cafeteria dining-lounge was placed on the highest level in the south wing. Immediately below are the four floors of operating rooms and their support facilities. The other departments are grouped, individually on the remaining upper floors of the building. The first floor contains the public service area and the lower ground floor is intended for employee circulation to the building and building service.

**Jury Comments:** This building was done with a great deal of sensitivity. It is a monumental building because of the program. What the architect did was to split it into two parts so that it didn't get to be too bulky. We all liked the form. We liked the detailing of the stone work. The more we studied the plan, functions, etc., the more sense it made.

**Client's Comment:** *The building functions very well and we are very pleased with its aesthetics. The architect achieved all the objectives including the cost factors to our satisfaction. We are delighted that our building received an honor award.*





## HONOR AWARD

### Wausau West High School, Wausau

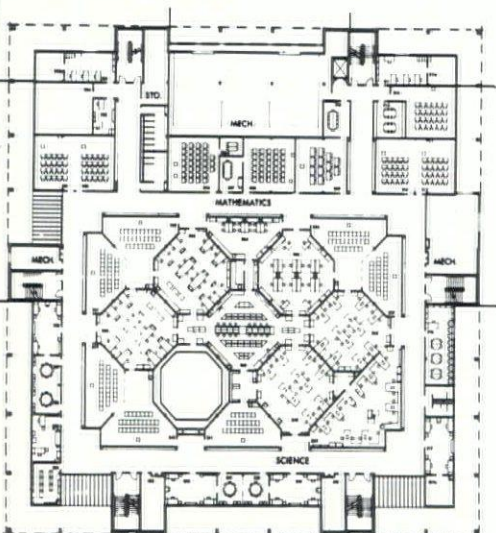
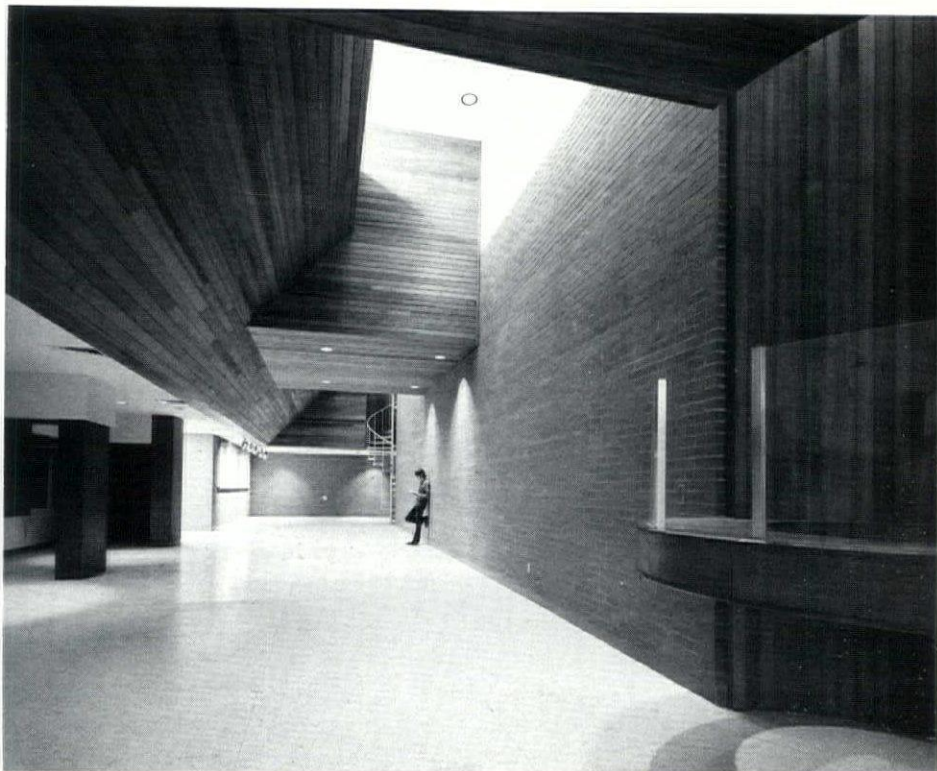
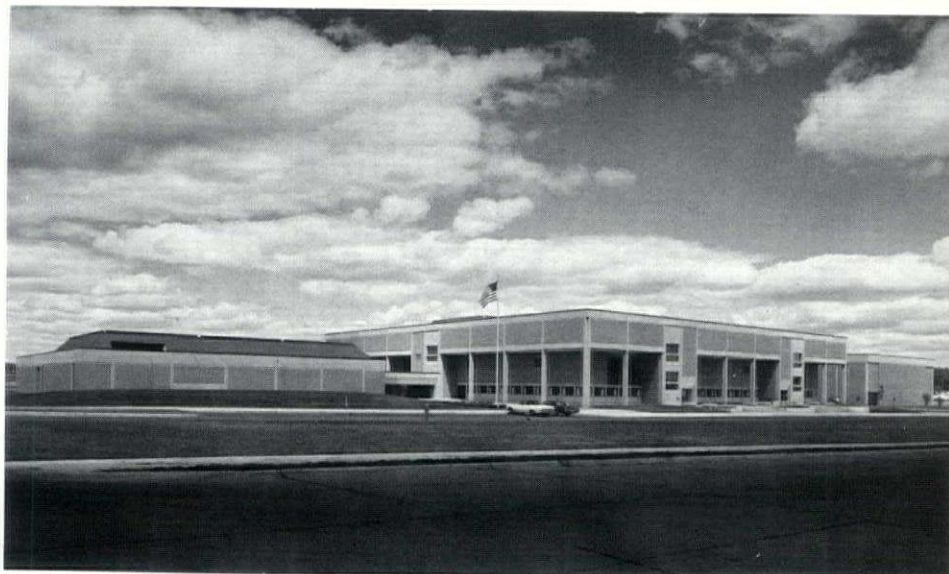
**Problem:** To provide a four year high school for 2,000 students offering a wide variety of courses, based on the comprehensive academic and vocational approach with expanded use of team teaching and employment of modular scheduling.

**Solution:** Compactly designed, the three story academic resource unit is flanked on three sides by the performing arts wing, applied arts wing and the activities/physical education wing. The vertical and horizontal organization of the 300 foot square, air conditioned academic/resource unit is based on the various departmental requirements for inter-communication. The science facility was designed to satisfy the requirement that a central storage/preparation area serves all laboratories. The seven octagonally shaped laboratories open directly into the central storage/preparation area and each laboratory is directly accessible from one or two divisible wedge shaped lecture rooms. Access among all science rooms is possible without using corridors.

**Jury Comments:** Organization of the site was particularly well planned for a complex school. The laboratory part is exciting. There is a very logical thought behind the hexagon shape for the science lab. It does relate to what the client is doing in a graceful and elegant way. This project is done in decent good taste but not flamboyant or showy, just straightforward, highly competent well planned and well detailed.

**Client's Comment:** *The building serves the educational needs extremely well. We have a lot of school for the money we put into it. Most people find it terrific.*

**Architect** ..... John J. Flad & Associates, Madison  
**Principal in Charge** ..... Joseph H. Flad  
**Partner in Charge** ..... Emil Korenic  
**Project Architect** ..... James W. Miller  
**Owner** ..... Board of Education, Joint School District No. 1, Wausau  
**General Contractor** ..... The Hoffman Company, Appleton  
**Consultants:**  
**Landscape** ..... Dega & Stluka Associates, Madison  
**Acoustics** ..... Bolt, Beranek & Newman, Downers Grove, Ill.  
**Food Service** ..... Specialized Area Consultants, Park Ridge, Ill.  
**Stage** ..... Robert E. Brennan, Associates, Mequon  
**Photography** ..... William Wollin Studios, Madison





## TWO SPECIAL MENTION AWARDS

*These were selected not for the entire projects but because there were two elements in these projects the jury thought outstanding.*

### Vilas Communications Hall, Madison

**Architect**..... John J. Flad & Associates, Madison  
**Principal in Charge**..... Joseph H. Flad  
**Partner in Charge**..... Thomas K. Nisbet  
**Project Architect**... Ralph H. Jackson, Bureau of Facilities Management, Madison  
**Owner**..... Board of Regents of the University System, Madison  
**General Contractor**..... Orville E. Madsen & Son, Inc., Minneapolis, Minn.  
**Consultants:**  
**Acoustical**..... Lyle Yerges, Downers Grove, Ill.  
**Electrical**..... Leedy & Petzold, Milwaukee  
**Mechanical**..... Holland, Beske & Kurtz, Milwaukee  
**Theater**..... Donald Oenslager, New York  
**Plumbing**..... Lubenow & Gobster, Milwaukee  
**Photography**..... William Wollin Studios, Madison

**Jury Comments:** The particular part of this project that was singled out for attention was the thrust stage theater. It is pleasant and has a rather subdued treatment. It has a nice straightforward bridge, seating, good color and seems to be a very pleasant space.

**Client's Comment:** The theater will provide us with new dimensions for theater presentations. It has flexibility, splendid acoustical properties, a brilliantly conceived and executed system of lighting and with its continental seating provides a comfortable arrangement for an audience.



### East High School Renovation, Madison

**Architect**..... John J. Flad & Associates, Madison  
**Principal in Charge**..... Joseph H. Flad  
**Partner in Charge**..... John P. Reif  
**Project Architect**..... John Blassick — Phase I, Wayne Duerst — Phase II  
**Owner**..... Madison Public Schools  
**General Contractor**..... John Dahl Construction Co., Madison  
**Consultant**..... Lyle Yerges, Acoustical Consultant, Downers Grove, Ill.  
**Photography**..... William Wollin Studios, Madison

**Jury Comments:** This is not for the entire project, a master plan for several phases of renovation and expansion. The one element that caught our fancy here were "left-over" spaces between old buildings. The architect covered them with bar joists and put in some new seating, new walls, organized the circulation and made them nice people spaces. It is just kind of a simple thing that was done with color and flair. They made good space out of alleys between buildings which were a constant maintenance and security problem.

**Client's Comment:** Through these enclosures additional space was provided that could not have been included otherwise without being taken from educational spaces. We are pleased to have an excellent traffic pattern. We do have supervisory problems but those are related to human beings. Having the additional space far outweighs the supervisory problem.





## HONOR AWARD

### Wittman Field Air Passenger Terminal, Oshkosh

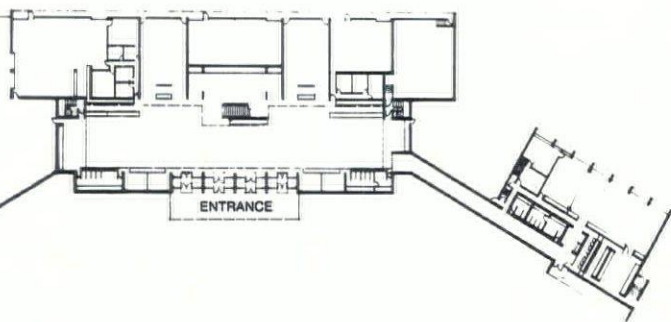
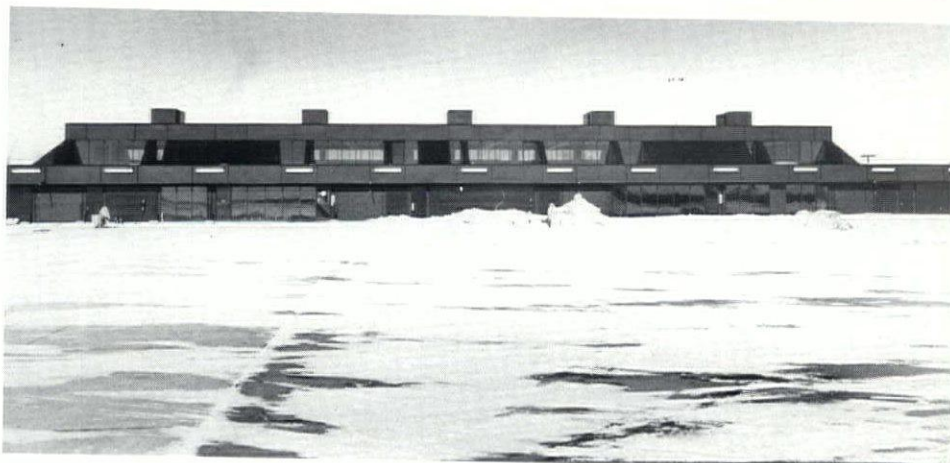
**Problem:** A new terminal incorporating the existing one to be converted into a restaurant. Provisions for easy and economical expansion and a severely limited budget.

**Solution:** The new terminal consists of five modules, each 40 feet wide. The heating equipment is also modular, each has its own roof-top air-handling facility. The system allows building expansion in each of two directions. Each 40-foot module is a self-contained element. The economy of machine-made easily assembled module elements made it possible to reduce the square foot cost by \$3 per square foot of the 37,000 square foot project.

**Jury Comments:** This is a very nice airport terminal. The plan is simple and well organized. The spaces are light and relaxing. The architect made a very good selection of materials. The graphics are done in harmony with the architecture.

**Client's Comment:** *The terminal was designed for easy maintenance. Because of lack of money the design is very simple but it functions very well and lends itself well to our operation. We are very satisfied with it.*

**Architect**.....Howard, Needles, Tammen & Bergendoff, Milwaukee  
**Project Architect**.....Drake W. Rowe  
**Owner**.....Winnebago County, Oshkosh  
**General Contractor**.....Ganther Company, Oshkosh  
**Consultants**.....Howard, Needles, Tammen & Bergendoff  
**Photography**.....Hedrich-Blessing, Chicago





## HONOR AWARD

### Van Buren Building, Milwaukee

**Architect**.....Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee  
**Project Architect**.....Gordon Pierce  
**Owner**.....Van Buren Building Corporation, Milwaukee  
**General Contractor**.....Pioneer Construction Co., Milwaukee  
**Consultants:**  
**Structural**.....Ammann & Whitney, Inc., Milwaukee  
**Heating-Ventilating-Air-Conditioning**.....George H. Volk, P.E., Milwaukee  
**Plumbing**.....Lubenow & Gobster, Inc., Milwaukee  
**Photography**.....Hedrich-Blessing, Chicago



**Problem:** To renovate and convert an old commercial building into an economical and thoroughly modernized office structure. The basic constraints were economics, compatibility to adjacent buildings and renovation while 25% of the floor area remained occupied.

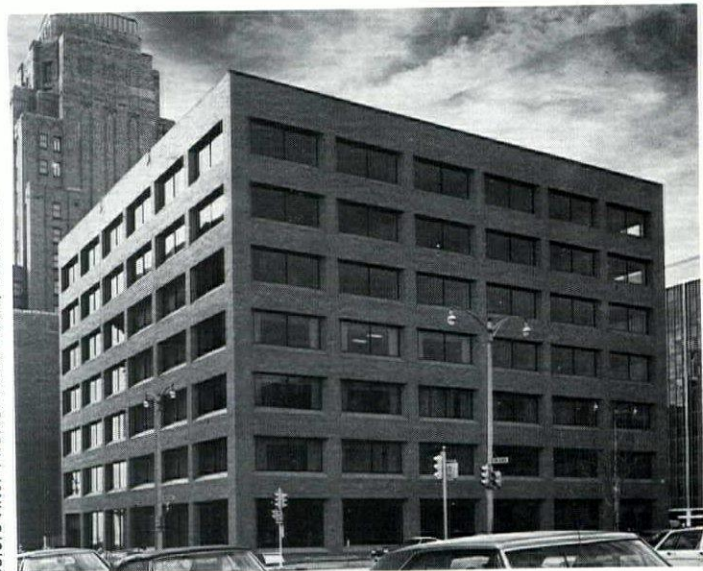
**Solution:** The architect, after careful analysis, concluded that the least expensive and most appropriate surface was new face brick over the existing brick walls. By retaining the original window openings, the masonry and glazing work could proceed without inconveniencing the occupants. The jambs and sills of the windows were splayed to achieve a larger opening effect, which also contributed to a lighter overall appearance.

**Jury Comments:** This is in one word an elegant building. The architect chose to not destroy the proportions of the old building which apparently had very fine proportions. This building does not have any obnoxious characteristics, it does not have any frilly ornamentation or anything that is insincere about it. It is a good neighbor, it is not attention gathering, it is quiet. This is what makes it a pleasant building for an urban environment.

**Client's Comment:** Spaces in our building rented exceptionally well. The tenants are very pleased with the building and they think that it helps their image and business as well.



Before-After Photos: Hans Keerl, Wauwatosa





## HONOR AWARD

### A Private Residence in Pewaukee

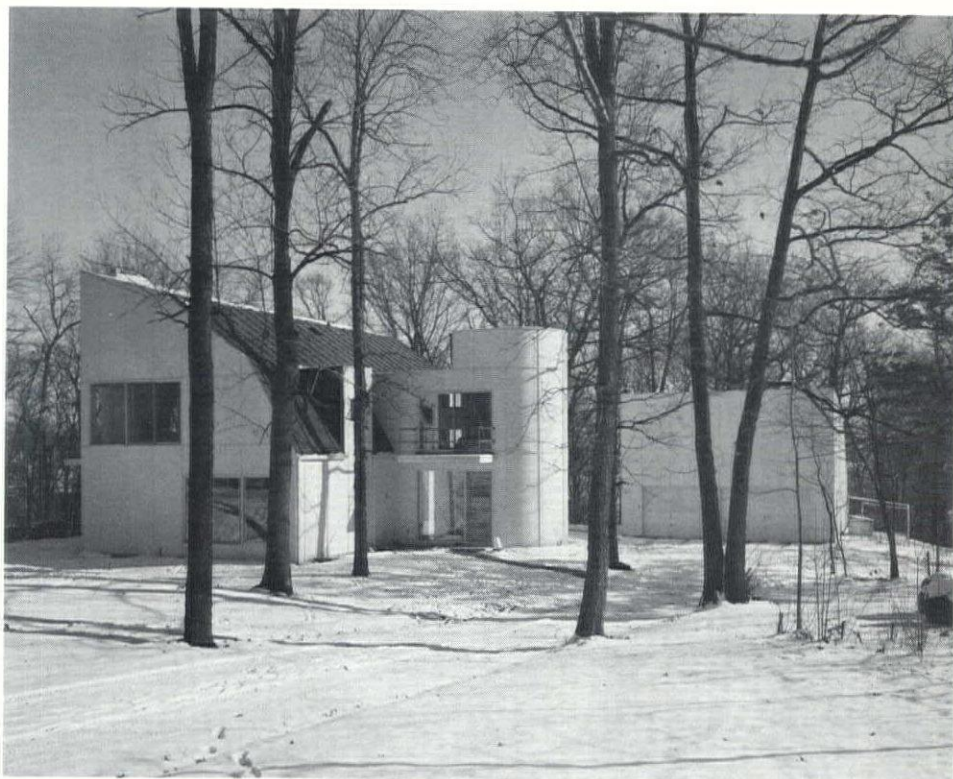
**Problem:** To design a home for a young family of five, whose life style was predicated upon rural living and urbane interests. The basic design determinants were low cost construction, adequate space, indigenous character and the most advantageous site orientation.

**Solution:** To reduce the cost of materials and energy consumption, the house was constructed of wood framing sheathed with U.S. Plywood's Duraply and arranged into a compact three story mass. Scale and local character were achieved through the use of widely spaced battens and symbolic rural forms. Each of the many window openings was determined by either a view of the oak grove to the west or Pewaukee Lake to the northeast.

**Jury Comments:** This building is composed of forms with rural characteristics in a very beautiful way. It is kind of lighthearted but the serious aspect of it is the way it is built. It looks like it belongs in the country. The forms are derived directly from the Wisconsin landscape. The plan functions very well and you see that it was very carefully thought out. This was done by a very skillful architect. The building is attention gathering and fun. It has good common sense with enough humor to it to make it human. The architect took ordinary, inexpensive materials and turned them into something elegant. That is a master achievement.

**Client's Comment:** *It is more than we expected. It functions extremely well. It is a fun house to live in and we love it. We would not want to have it any other way.*

**Architect**.....Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee  
**Project Architect**.....David Kahler  
**Owner**.....Wishes to remain anonymous  
**General Contractor**.....Karl Dettmering, Pewaukee





## MERIT AWARD

### Irving Galleries, Milwaukee

**Architect** ..... *Office of Fitzhugh Scott, Architects/Planners, Milwaukee*  
**Project Architect** ..... *David Kahler*  
**Owner** ..... *Irving Luntz, Milwaukee*  
**General Contractor** ..... *J. M. Nuetzi, Milwaukee*  
**Photography** ..... *Hedrich-Blessing, Chicago*

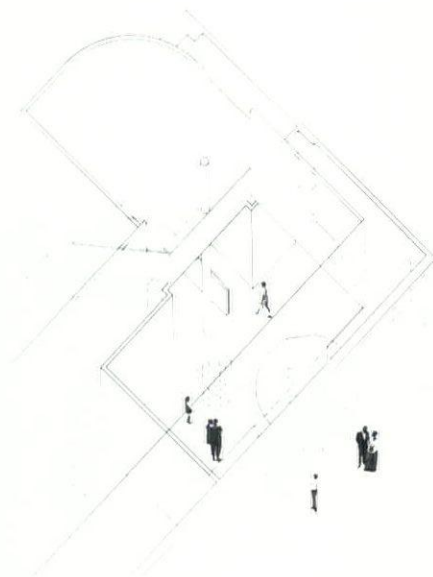
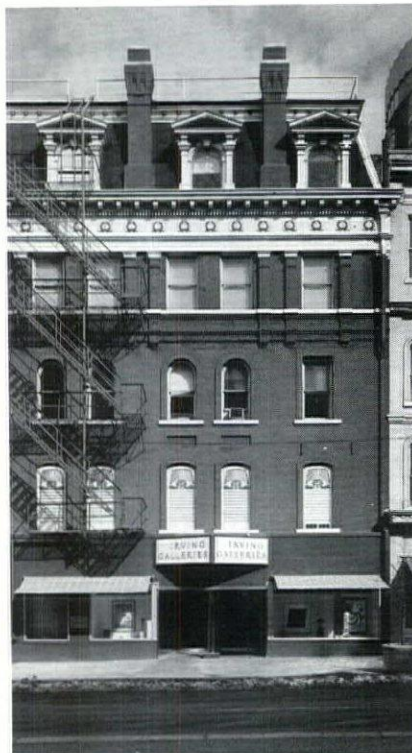


**Problem:** To update an existing art gallery within a traditional Milwaukee landmark building. The architect was asked to divide the ground floor of the original gallery into two areas. One half was to be leased by another tenant while the other half was to continue to be used as a gallery. It was further stipulated that the ground floor gallery relate more directly to the existing second floor gallery in order to suggest to the client that the scale of the owner's operation was basically the same.

**Solution:** The architect designed a monumental entrance composed of curved glass and polished stainless steel to attract pedestrians into the gallery. A two story high gallery with ramp and stairs beyond were created to suggest the presence of an upper gallery.

**Jury Comments:** What we liked in particular is the imaginative interior space, very appropriate for an art gallery. It is certainly executed elegantly and the space is exciting. It is a very interesting entrance. The reason that it fell into the merit category is the entrance even though it is elegant from the inside it is not a super treatment of the old building which is an interesting old building. This is the only place where we have found discomfort. The sign on the outside detracts. The interior, however, is exciting.

**Client's Comment:** We feel that the architect did a phenomenal job. We are very happy with the project from all aspects. The architect did a very professional job and handled it just beautifully.





## MERIT AWARD

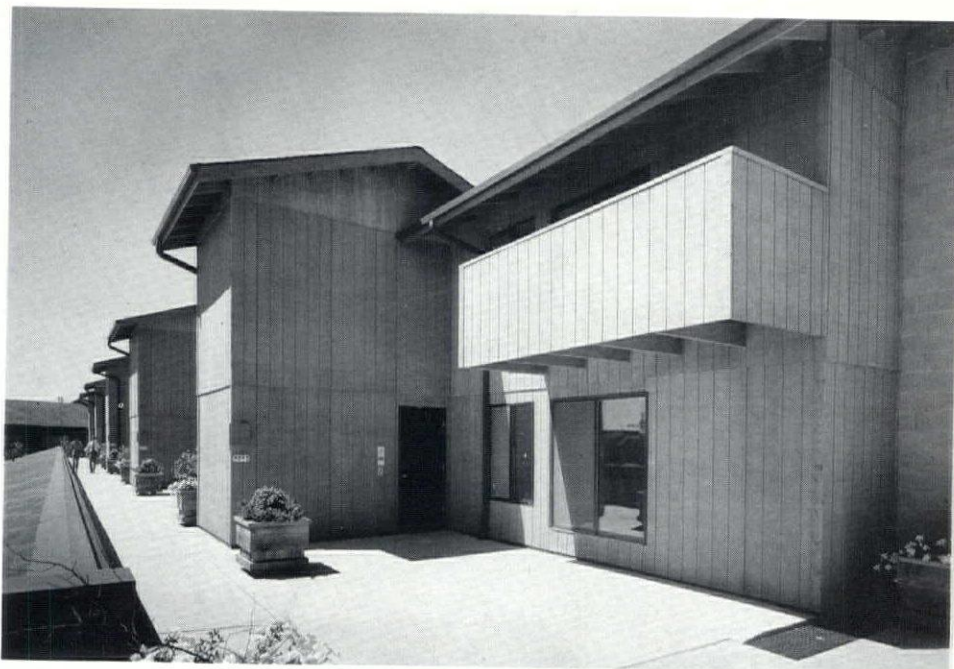
### Northridge Lakes — A Community Development

**Problem:** The Common Council approved an ordinance designating the residential portion of the site as "planned development district" for a general plan and subsequent more detailed plans. The most important feature of this ordinance is flexibility which permits the community to adapt to change as the needs of people change. The first phase had 372 units ranging from studio apartments, one-bedroom and two-bedroom apartments to two- and three-bedroom townhouses, many of them overlooking the Middle lake. Each townhouse has a garage and underground parking is available at a reasonable fee to apartment dwellers. All units are furnished with wall to wall carpeting, dishwashers, frost-free refrigerators, self-cleaning ovens and garbage disposals. Also completed is a Clubhouse, sited on an island containing swimming pools, theater, billiard room, health club, locker rooms, sauna, a cocktail lounge, screened porches and a teen room. The basic problem in designing the structures was the dichotomy of complete privacy and the necessity of achieving a sense of community.

**Jury Comments:** This is a superior solution. It has extraordinary attention to interior detail and the making of very livable spaces. This provides the people that live there with something that they can continually enjoy. This looks like a low budget job but they apparently stretched the dollar pretty well. Using the word "ordinary" in a complimentary sense, an asphalt shingle is not an elegant material, but the way the architect pulled this off is cohesive and it really works very well. The interiors are extra-ordinary. How the architect talked the developer into putting money into the stairways and that sort of fine thing is most satisfying. They must have had a very close relationship. That is what housing should be. It should be this kind of a bargain.

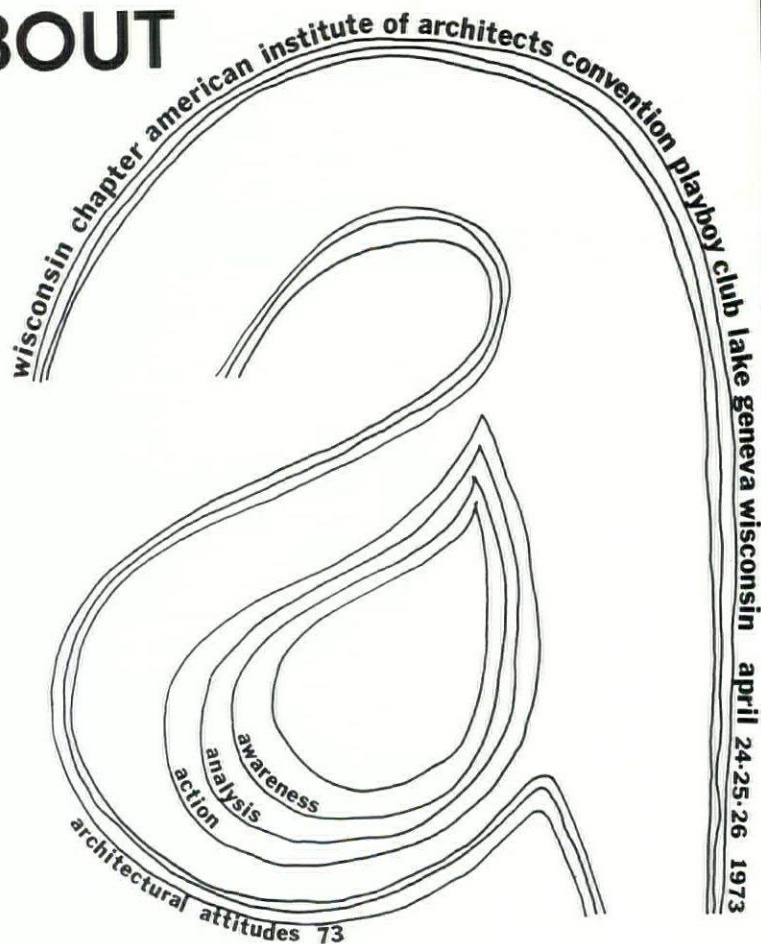
**Client's Comment:** The project is doing very well. We are satisfied with it and the way the design fits into the environment. People living at Northridge love it.

**Architect**.....William Wenzler and Associates, Milwaukee  
**Project Architect**.....James S. McClintock  
**Owner**.....Northridge Lakes Development Corporation, Milwaukee  
**General Contractor**.....Joseph P. Jansen Company, Milwaukee  
**Consultants:**  
**Landscape Architect and Environmental Planner**....Lawrence Halprin and Associates, San Francisco, Cal.  
**Civil Engineer**.....National Survey Service, Inc., Brookfield  
**Structural**.....Graef-Anhalt-Schloemer & Associates, Milwaukee  
**Mechanical**.....John F. Steffen Associates, Maryland Heights, Missouri  
**Lighting**.....William C. Lam Associates, Cambridge, Mass.  
**Traffic**.....Barton-Aschman, Chicago, Ill.  
**Acoustical**.....Bolt, Beranek & Newman, Downers Grove, Ill.  
**Graphics**.....Lois and John Reiss, Milwaukee  
**Interiors**.....MaryAnn Rapp, Milwaukee





# WHAT'S IT ALL ABOUT CONVENTION 73



If the theme means what we hope it does, "What's It All About . . ." means you and your architectural attitudes in 1973. Your awareness of the problems that face us as individuals and as a profession, your analysis of these problems, and finally the action you take is "What it's all about" at this year's convention. "Awareness, Analysis, Action . . . Architectural Attitudes 73."

Many have suggested that we need to understand our own attitudes if we are to lead people to see what they see. Because our environment both affects and teaches us, it envelopes us, it is what the eye sees and the spirit senses. We should then be aware of it, be ready to analyze it and finally ready to take action to shape it.

But a theme in itself does not make a great convention. It is the ideas that are perceived and generated by you and the program speakers. It is the exchange of philosophy and

experiences that flow between you and your colleagues that makes a great and memorable convention. This theme can provide each of us with an opportunity to interpret our own attitudes in the broadest possible context and in concert with others.

Such names as Crites, Rogers, Franzen, and Geddis, as you can read in this issue tell the story of the coming convention. I'm confident, that these men will stimulate you, provoke you, and finally set the framework for our evaluation of our own attitudes.

WAIA President Doug Smith and Regional Director Louis Lundgren have promised informative state and regional membership meetings dealing with a broad spectrum of ideas again geared to allow our participation and make us aware of the part we must play.

I'm confident also that this year's convention will provide a great opportunity for many of us to share

our social joys and experiences with one another, exhibitors, guests, and our wives.

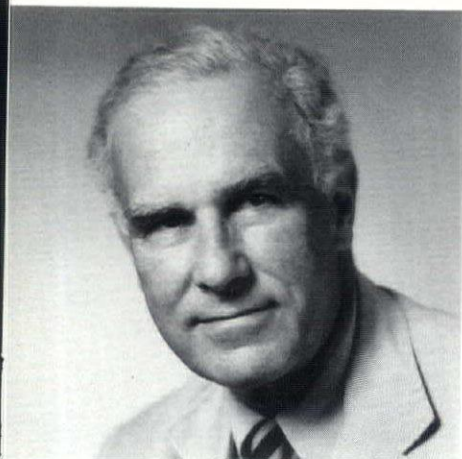
But there's plenty more; like a multi-media visual presentation of the Honor Award Buildings, educational films and cassettes, informal rap sessions with the speakers, a golf tournament the last day (so you won't have to miss any of the programs), touring of the exhibits, hospitality rooms, a party, programs for the gals . . . that's "what it's all about" and you will want to read further to hear the details; but the Convention Committee is confident you will be enthusiastic about this year's Wisconsin Institute of Architects Convention at the Playboy Club in Lake Geneva, Wisconsin, April 24, 25, 26, 1973.

**RONALD G. BOWEN**

*Chairman*



# CONVENTION SPEAKERS



**ARCHIBALD C. ROGERS, F.A.I.A.**  
First Vice-President, AIA

**Professional Experience:** RTKL Inc. 1969-present. Chairman of the Board. 1963-69, Senior Partner, Rogers, Taliaferro, Kostitsky Lamb. 1956-63, Senior Partner, Rogers, Taliaferro and Lamb. 1946-53, Partner, Rogers and Taliaferro.

**Education:** Certificate in Naval Architecture, U.S. Naval Post Graduate School, 1943; Princeton University, Master of Fine Arts in Architecture, 1942; Princeton University, B. Arch., 1939.

**Teaching Experience:** 1967-71, Visiting Lecturer, Virginia Theological Seminary, Alexandria, Virginia.

**Publications:** "Toward an Expressive School Architecture," *The Nations Schools*, 1950, "And What, Pray, Of The Architect," *Architects Report*, Spring 1966, "Baltimore's Charles Center Project," *Journal of the American Institute of Architects*, 1961; Urban Design: The New Architecture," *Baltimore Magazine*, April 1969; "Russian Reconnaissance: Stresses of Change," *Progressive Architecture*, August 1969; Building An Environment that is Right for People," *Innovation No. 4*, August 1969.

**Service to Community and Profession:** 1972, Vice President of AIA; 1971-72, Chairman, AIA National Policy Task Force; 1956-72, Member, AIA National Awards Jury; Chairman, Eaton, Yale and Towne Urban Design Fellowship Jury; 1967, Chairman, Committee on Urban Design, American Institute of Architects; 1966, Developed guidelines for a "team" approach to highway planning which led to the establishment of the Urban Design Concept Team to Plan Baltimore's expressway system.

**Professional Organizations:** American Institute of Architects, College of Fellows; American Institute of Planners (Full Member);



Church Architectural Guild of America; Society of Architectural Historians; Urban America, Inc.; Baltimore Building Congress and Exchange; 1972, First Vice President and President-Elect of the American Institute of Architects. Trustee of Princeton University. Vestryman, St. Anne's Episcopal Church, Annapolis. Director, Anne Arundel County Trade Council.

## **ULRICH FRANZEN, F.A.I.A.**

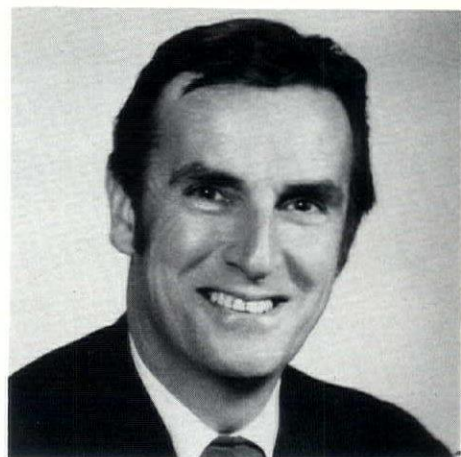
Ulrich Franzen's New York firm is engaged in a great variety of projects across the country. Some recent projects are a master plan and new facilities for the national historic enclave at Harper's Ferry, West Virginia; major buildings at Cornell University; a new residential quadrangle for 1,000 students at the University of New Hampshire; a new bank and headquarters building for the First City Bank of Binghamton, New York, as well as the recently completed Alley Theatre in Houston, Texas.

Mr. Franzen has won numerous awards including Honor Awards in 1970, 1971, and 1972 from the American Institute of Architects. He has also received the Brunner Prize in Architecture awarded by the National Institute of Arts and Letters, as well as the Thomas Jefferson Award for Architecture and in 1971 the Medal of Honor awarded by the New York Chapter, American Institute of Architects.

He has lectured widely and been a visiting professor at Harvard as well as Yale University.

As President of the Architectural League of New York recently, Mr. Franzen launched a series of new programs of experiments in the arts.

He is a Fellow of the American Institute of Architects as well as being Chairman of the Institute's Committee on Design.



## **WILLIAM J. GEDDIS, F.A.I.A.**

Vice President and Director of The Architects Collaborative, Inc., located in Cambridge, Massachusetts, a firm of Architects, Urban Designers, Planners, and Landscape Architects with a world-wide and varied practice.

The firm's unique way of working is through teamwork — an extraordinarily successful experiment in genuinely collaborative practice. Mr. Geddis is a member of this team, which now numbers over 200. As a Vice President and Director, he is active in planning and design of a wide range of commissions, both in the U.S.A. and abroad, and in the field of job development.

Recently Mr. Geddis was made a Fellow of the American Institute of Architects for his contribution to the advancement of the profession of Architecture. He has found time to serve the profession by chairing the A.I.A.'s Internship and Licensing Committee for two years, by acting as Host Chapter Chairman of the convention in Boston, and as a member of the Education Committee.

He was president in 1970-71 of the National Council of Architectural Registration Boards and was successful in effecting changes in upgrading the present licensing laws and examinations.

Last month he was appointed by the President of A.I.A. to serve as a director of the National Architectural Accrediting Board.

In his Community of Brookline, Massachusetts, Mr. Geddis is Chairman of the Planning Board on which he has been an active member since 1959. He resides there with his wife Ruth and three daughters — Barbara, a M.Arch. candidate at the University of Pennsylvania, Pamela, a Master's candidate at Columbia, and Susan, an undergraduate at Vassar.



# 1973 CONVENTION

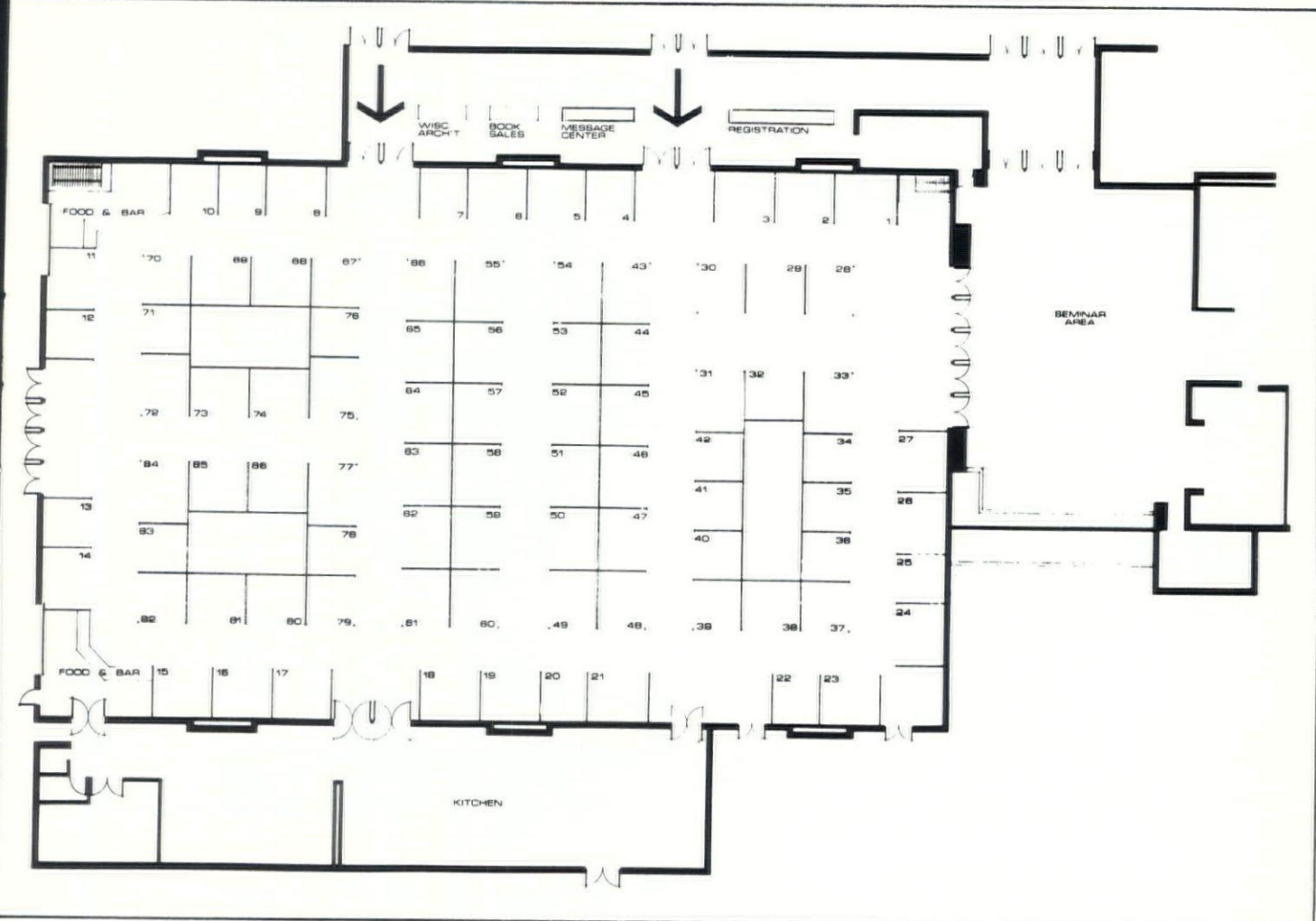
## PROGRAM SCHEDULE

<b>TUESDAY, APRIL 24, 1973</b>	9:30 A.M.-11:30 A.M.	W.A.I.A. Executive Committee Meeting <i>Madison Room, Main Lodge</i>
	11:00 A.M.	Registration Opens <i>Lobby, Main Lodge — Tuesday only!</i>
	12:00 Noon	Regional Directors' Luncheon (Members Welcome) <i>Milwaukee Room</i>
	1:30 P.M.- 4:30 P.M.	Speaker: Mr. Louis R. Lundgren, F.A.I.A., St. Paul, Minnesota W.A.I.A. Annual Membership Meeting — Awareness, the Issues <i>Lake Geneva and Chicago Rooms</i>
	*2:00 P.M.- 4:00 P.M.	Women's Discussion and Sherry <i>Room 0111, Near the Exhibit Area</i>
	4:30 P.M.- 5:00 P.M.	Exhibitors' and Convention Chairmen Pre-Convention Meeting <i>Exhibit Area — Convention Hall</i>
	5:30 P.M.- 7:00 P.M.	Cocktails (Cash Bar). Guests, Clients and Friends Invited. <i>Exhibit Area — Convention Hall</i>
	7:00 P.M.- 7:30 P.M.	W.A.I.A. Honor Awards Multi-Media Presentation <i>Seminar Area, Adjacent to Exhibit Area — Convention Hall</i>
	8:00 P.M.	Honor Awards Banquet <i>Penthouse</i> Speaker: Mr. Raymond Crites, F.A.I.A., Crites & McConnell, Cedar Rapids, Iowa. 1973 W.A.I.A. Juror.
<b>WEDNESDAY, APRIL 25, 1973</b>	8:30 A.M.	Registration Opens <i>Convention Hall Foyer</i>
	8:30 A.M.-10:00 A.M.	Complimentary Continental Breakfast and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
	*9:30 A.M.-11:30 A.M.	Women's Pool Side Breakfast
	10:00 A.M.-11:30 A.M.	"Awareness of the A.I.A. National Growth Policy" <i>Seminar Area — Convention Hall</i> Speaker: Archibald Rogers, F.A.I.A., President-Elect A.I.A., Rogers, Taliaferro, Kostritsky, Lamb, Inc., Baltimore, Maryland
	11:30 A.M.- 1:00 P.M.	Complimentary Walking Lunch <i>Exhibit Area — Convention Hall</i>
	1:00 P.M.- 3:00 P.M.	View of Exhibits, Attendance Awards and Prizes, A.I.A. Movies and Continuing Education Series <i>Exhibit and Seminar Areas</i>
	*1:00 P.M.- 4:00 P.M.	Women's Hospitality — Sign Up for Bridge, Tennis, Golf <i>Room 0111, Near Exhibit Area</i>
	3:00 P.M.- 4:30 P.M.	"Analysis of Current Trends in Architecture" <i>Seminar Area — Convention Hall</i> Speaker: Mr. Ulrich Franzen, F.A.I.A., Ulrich Franzen & Associates, New York, New York
	5:00 P.M.	Exhibitor Hospitality Rooms Open
	7:30 P.M.- 8:30 P.M.	Cocktails (Cash Bar) <i>Outside Penthouse</i>
	8:30 P.M.	"Penthouse Party" Including Dinner, Dancing, Live Entertainment <i>Penthouse</i>
<b>THURSDAY, APRIL 26, 1973</b>	8:30 A.M.	Registration Opens <i>Convention Hall Foyer</i>
	8:30 A.M.-10:00 A.M.	Complimentary Continental Breakfast and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
	*10:00 A.M.-12:00 Noon	Women's Hospitality Room 0111, Near Exhibit Area. Come In and Rest and Have Some Coffee!
	10:00 A.M.-12:00 Noon	"Architectural Practice in Action" <i>Seminar Area — Convention Hall</i> Speaker: Mr. William Geddis, A.I.A., The Architects Collaborative, Boston, Massachusetts
	12:00 Noon-1:00 P.M.	Complimentary Walking Lunch and Viewing Exhibits <i>Exhibit Area — Convention Hall</i>
	12:30 P.M.- 5:30 P.M.	Joint Golf Tournament With Exhibitors and A.I.A. Members <i>Playboy Pro Shop</i>
	*Women's Events — ALL W.A.L. Exhibitors' Wives and Guests are invited!	



# 1973 CONVENTION

## BOOTH LISTING



### BOOTH

1. Asbestos Service Company
2. Architectural Components, Inc.
3. Duwe Precast Concrete Products, Inc.
4. School Equipment Consultants, Inc.
5. Empro Corporation
6. Structural Products Corporation
7. Structural Products Corporation
8. Bradley Corporation
9. Halquist Stone Company, Inc.
10. A. L. Grootemaat & Sons, Inc.
11. Perma Coatings, Inc.
12. Connor Forest Industries
13. Masonry Systems of Wisconsin
16. Ver Halen, Inc.
19. Butler Tile
20. S. J. Casper Company, Inc.
22. Wisconsin Bridge & Iron Company
23. Klein Dickert
24. J. W. Peters & Sons, Inc.
25. Sun Valley Pools
26. Owens-Corning Fiberglas Corporation
27. Wisconsin Telephone Company
28. Tews Lime and Cement Company
29. Can-Tex Industries
30. PPG Industries, Inc.
31. The Radford

### BOOTH

32. R & S Parts, Inc.
33. Milwaukee Insulation Company, Inc.
34. Anchor Coatings Inc.
35. Peterson Chemical Corporation
36. North Central Terrazzo Association
37. Homasote Company
39. West Bend Concrete Products Company
40. West Bend Concrete Products Company
41. Wisconsin Tubing, Inc.
42. Ink-Smith, N.W., Inc.
43. Spancrete Industries, Inc.
44. Donovan Equipment, Inc.
45. Moldcast Mfg. Company
46. Moldcast Mfg. Company
47. Jim Michel Building Specialties, Inc.
48. Shannon Floor Company, Inc.
49. Best Block Company
53. GAF Corporation
54. Weyerhaeuser Company
55. Kawneer/Amaz
56. Tiling Sales, Inc.
57. Trane Company

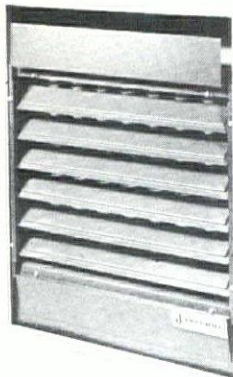
### BOOTH

60. Weather Shield Mfg., Inc.
61. American Olean Tile Company
63. Food Service Equipment Distributors Association
64. Frank Dau, Inc.
65. Wisconsin Chapter, American Woodwork Institute
66. Streater Brick Systems, Inc.
67. Fireproof Products, Inc.
68. Reinke and Schomann, Inc.
69. Reinke and Schomann, Inc.
70. American Institute of Steel Construction
71. Mid Wall Co., Division of T. C. Esser Company
72. Charles Bruning Company
75. Northwestern Elevator Company, Inc.
76. Sheboygan Glass Company
77. Buckstaff Company
78. Osborne Brick Company
79. Lake Street Industries
81. Temp-Heat, Div. of Rupp Ind.
82. I. T. Verdin Company
83. Alpana Aluminum Products, Inc.
84. In-Sink-Erator



# JANITROL

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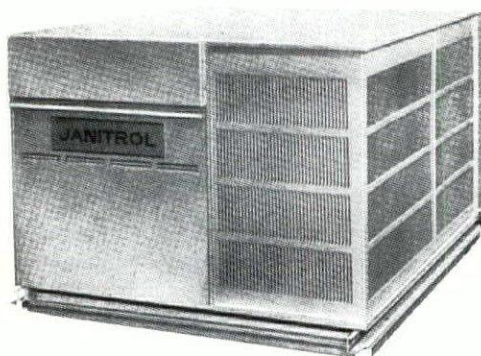
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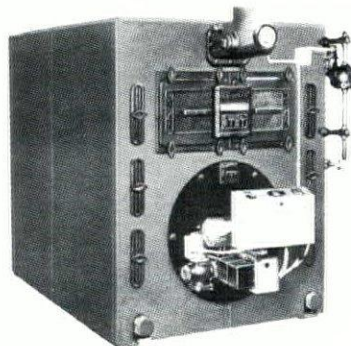


### **"47" Series**

**APPLICATION:** A gas-fired heating and electric air conditioning package unit for rooftop or slab installation in residential, commercial and industrial applications. Available in combinations of 120,000 BTU thru 600,000 BTU gas input heating, with 3-ton thru 20-ton cooling capacity. Accessory factory plenums and curbs available.

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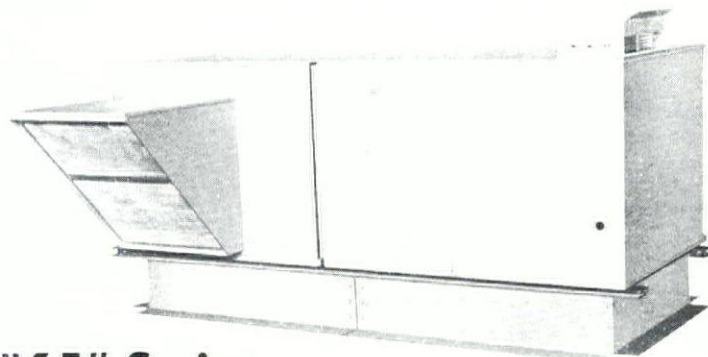
Net load range:  
1,763,500 — 6,060,900 BTU/hr.  
hot water; 6,560 — 22,550  
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### **"65" Series**

**APPLICATIONS:** A gas-fired heating unit within a compact weatherproof cabinet for rooftop or slab installation in residential, commercial, and industrial applications. Unit is ideal for indirect fired make-up air installations. Available in 120,000 BTU, 200,000 BTU, 300,000 BTU and 400,000 BTU gas input sizes. Accessory factory plenums and curbs available.

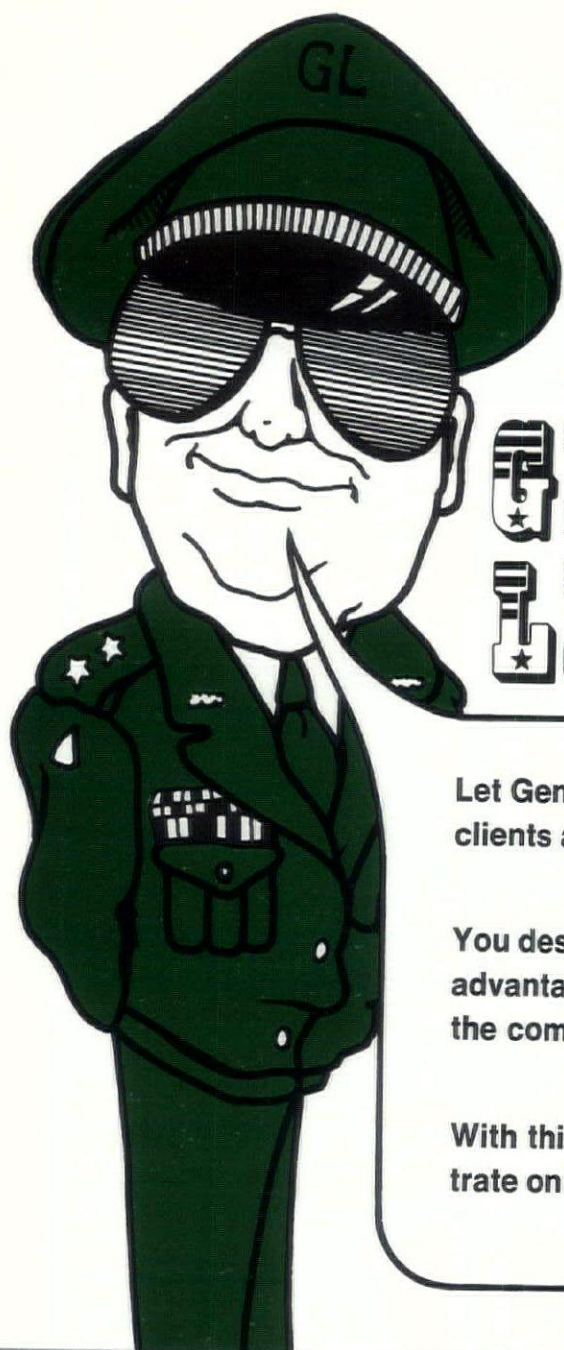
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# Four myths about architects.

## **"To the architect, time is no object."**

The truth is that in the new science of fast construction, it is *architects* who are the pioneers. Using new techniques like "Fast Track" and "Critical Path," they are meeting and even beating some murderous deadlines. At the site for Memorex's huge new headquarters in Santa Clara, California, architects had steelwork up in 3 weeks, the first products rolling off assembly lines within 9 months, and the entire complex (4 buildings, which won awards for their good looks) finished inside of 2 years!

## **"His estimate is an underestimate."**

The truth is that despite the dizzying impact of inflation, architects' estimates have proved to be surprisingly realistic. A random sampling of 25 architectural projects in North Carolina last year showed that final construction costs were \$3,195,843 *under* the architects' original estimates. And there's no reason to believe that North Carolina's architects are any shrewder than the rest.

## **"He loves to spend your money because his fee is a percentage."**

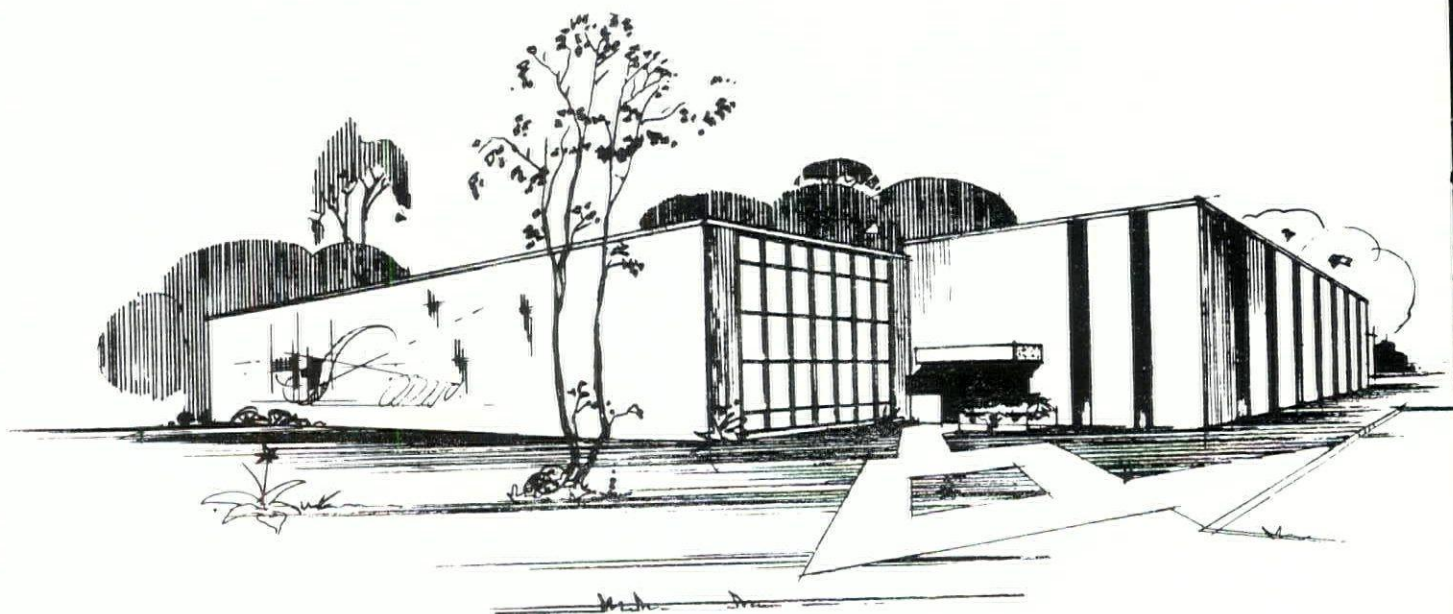
The truth is that architects today will often negotiate a *fixed fee* before they begin work. But the architect who did Cities Service Oil's headquarters in Tulsa was working for the traditional percentage. He found a way to use the outer walls as a truss, thus reducing the cost of the building by \$1,000,000 and—incidentally—clipping a sizable sum off his own fee!

## **"He cares more about the way it looks than the way it works."**

Ten businessmen who've dealt with architects recently have taken the trouble to demolish *this* myth. They describe how their architects gave them buildings that work in ways they would never have thought of themselves, and we've put their stories into a booklet. We'll send you a copy, free: Just drop a card to Wisconsin Chapter, The American Institute of Architects, 788 North Jefferson Street Milwaukee, Wisconsin 53202 (It happens to be a good-looking booklet, as well.)



# Conrad Schmitt Studios Inc.



## **WE WOULD LIKE TO WELCOME YOU TO OUR NEW HOME !**

The Conrad Schmitt Studios, Inc., is continuing to offer its services in the arts. However, we have broadened our scope with the addition of three new divisions. Available to the public now at the studio are the following:

**Fine Arts Gallery:** original oils and water colors available from \$100.00 to \$30,000.00 each.

**Commercial Interiors:** office and institutional furniture and furnishings, carpeting and draperies.

**Retail Sales:** stained and faceted glass.

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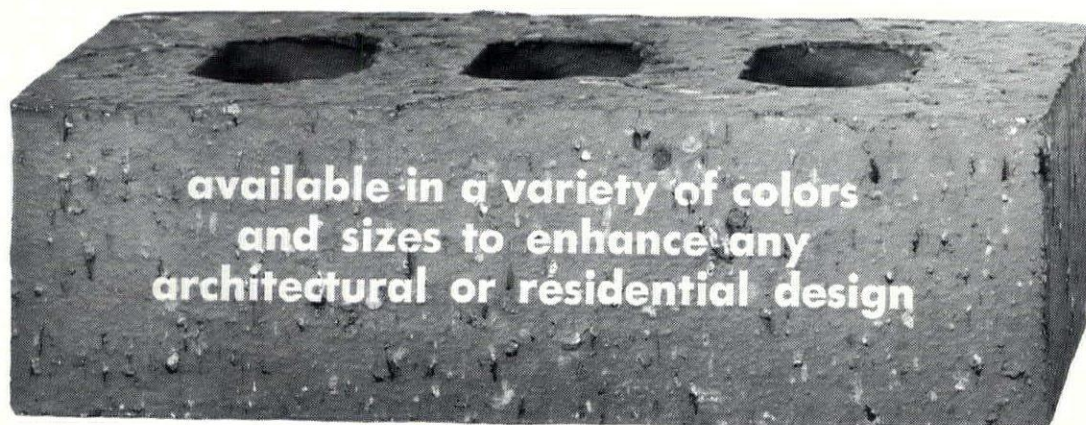
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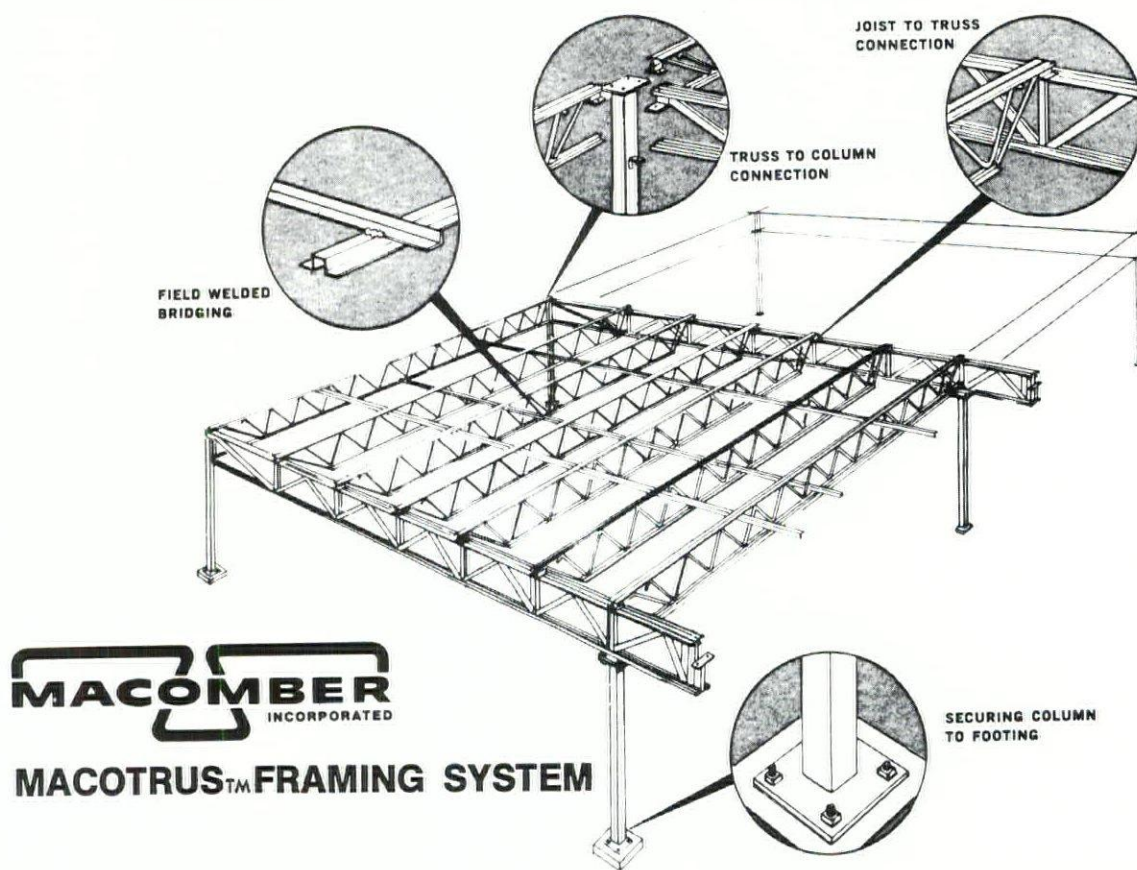
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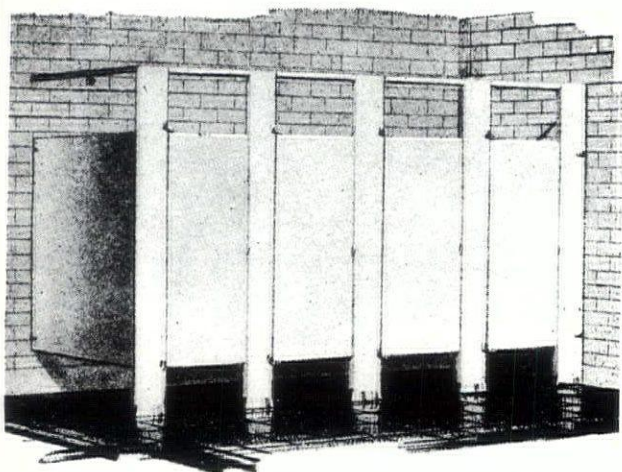
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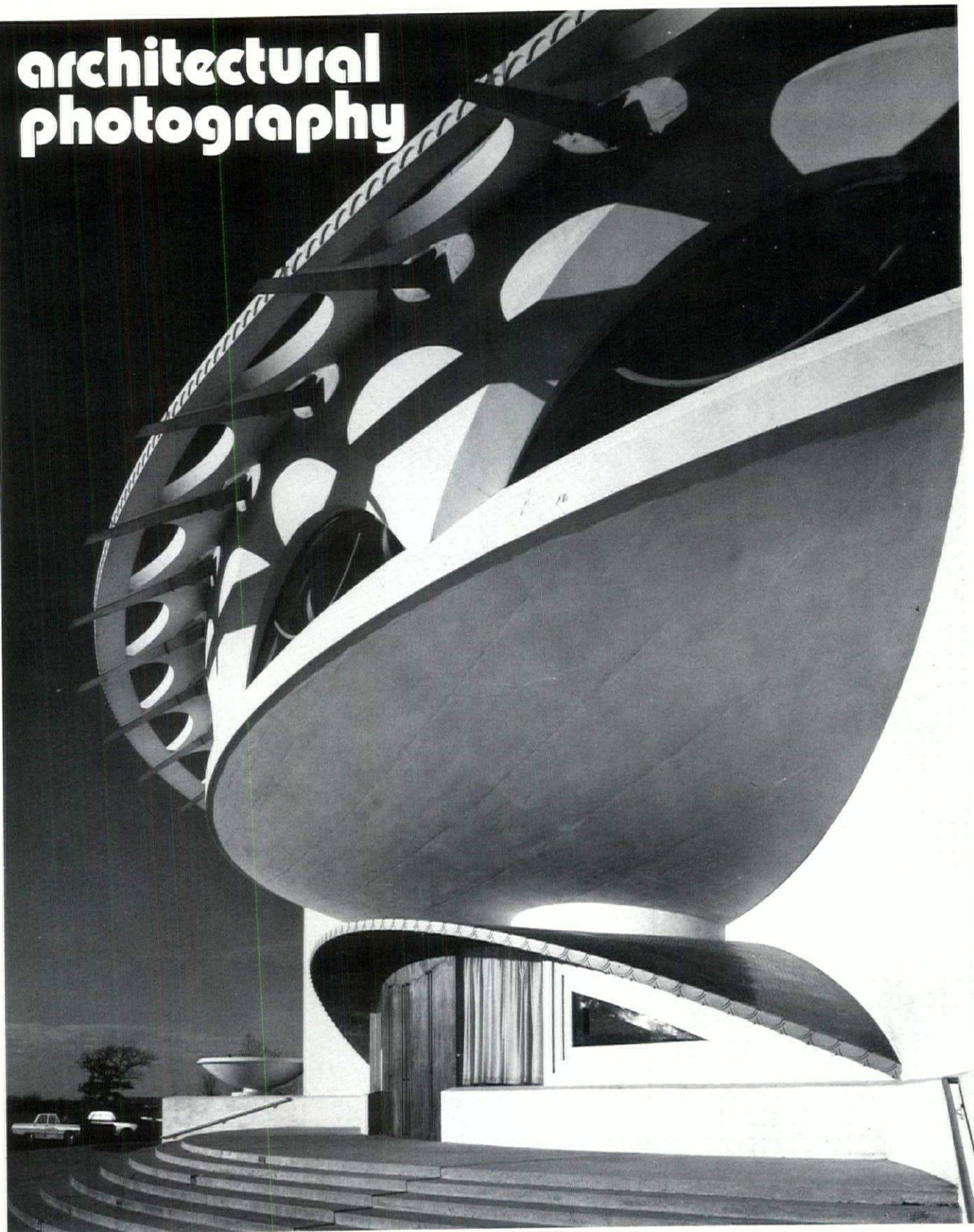
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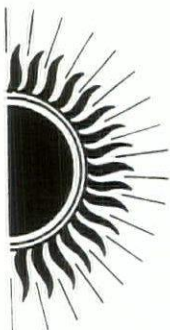


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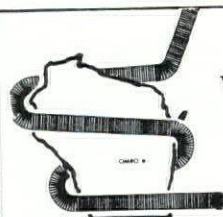


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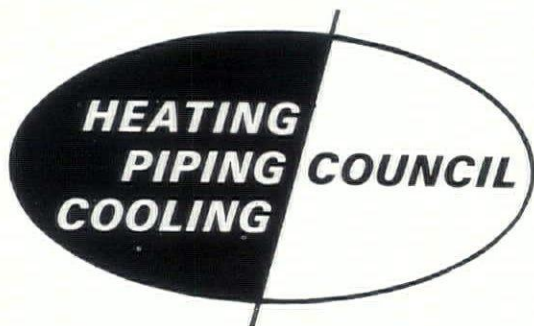
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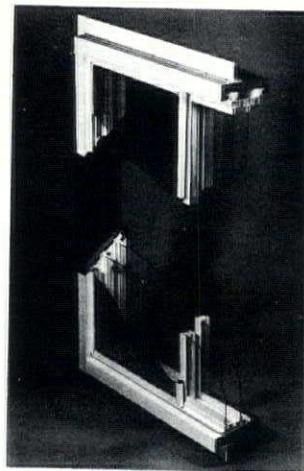


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